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# USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

(FOUO 4/82)

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USSR REPORT  
CONSUMER GOODS AND DOMESTIC TRADE  
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**CONSUMER GOODS PRODUCTION AND DISTRIBUTION**

**LOCAL PAPER BLAMES PARTY FOR CONSUMER GOODS SHORTAGE**

Tula KOMMUNAR in Russian 10 Apr 82 pp 1, 3

[Report on speech of Second Secretary of the Tul'skaya Oblast Committee of the CPSU V. M. Suslyak at an oblast meeting of the aktiv: "Improve Trade Service"]

[Text] Trade, public dining.... You will not find a person who would not use the services of enterprises of this sector. And the demands on those working in it are steadily increasing. The sphere of services is being enlarged, the number of people using them, particularly public dining, is increasing. And, on the other hand, demand is increasing, the tastes of shoppers, the visitors of cafes and dining rooms, if one may say so, are becoming more and more refined. What previously passed unnoticed and was explained as inevitable difficulties of the formation of our country, now will not be accepted by the Soviet people.

The party is doing much in order to implement in practice its program policy of increasing the material and cultural standard of living of the people. This goal has also been incorporated in the plans of the 11th Five-Year Plan, which outline the further increase of the well-being of our people. A significant role in this is being assigned to trade, which is set forth in the decree of the CPSU Central Committee and the USSR Council of Ministers "On Measures on the Further Development of Trade and the Improvement of the Trade Service of the Population During the 11th Five-Year Plan."

How is it being fulfilled, what is it necessary to undertake in order to raise the sector to a higher level? This question was submitted for discussion to the oblast meeting of the aktiv of party, soviet, trade union, Komsomol, economic and trade organizations.

Second Secretary of the Oblast Committee of the CPSU V. M. Suslyak delivered the report at the meeting.

On the basis of specific examples V. M. Suslyak showed how trade is developing in our oblast. As the wages and income of kolkhoz farmers, the output of consumer goods and the production of agricultural products increase, the commodity turnover

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of enterprises of trade and public dining increases. During the years of the 10th Five-Year Plan it increased by 23.5 million rubles, or 18 percent. The floor space of stores was enlarged by 33,000 m<sup>2</sup>, the number of seats at public dining enterprises increased by 19,000. About 10,000 units of refrigeration, technological trade and other equipment were installed, on which more than 40 million rubles were spent.

The structure of the commodity turnover is being systematically improved, the sale of nonfood consumer items is increasing more rapidly, which once again confirms the increase of the standard of living of the working people. In the past 10 years the sale of footwear, clothing, fabrics, knitted goods, furniture, passenger cars, sporting, cultural and personal goods has been expanded in the oblast.

Much has been done on the adoption of advanced forms of trade. The work schedule of many trade enterprises has been changed, the specialization of the network of stores has been carried out.

The trade organizations also began the 11th Five-Year Plan quite well.

Taking into account the importance of the service sphere in the accomplishment of the socioeconomic program of the party, the party and soviet organs in recent years have taken a number of steps on the sharp increase of the level and standards of the service of the population of the oblast. These questions have been repeatedly examined at meetings of the party and economic aktiv and the bureau of the oblast committee and at sessions of the oblast soviet executive committee. The city and rayon party committees have begun to examine more frequently and specifically the work of trade organizations, have stepped up the monitoring of the activity of primary party organizations and have increased the demandingness on the personnel of this sector. During the past 3 years alone more than 900 salespeople, cooks and chiefs of stores and dining rooms have been admitted a candidate members of the CPSU.

The speaker cited as a positive example the practical work of the people of Aleksinskiy Rayon. The material and technical base of trade organizations is being consistently developed in the rayon. The positive work being performed in Teplo-Ogarevskiy, Kimovskiy, Odoyevskiy and Plavskiy Rayons was noted.

At the same time, V. M. Suslyak stressed, the achieved level of trade and public dining in the oblast still does not meet the requirements of the 26th CPSU Congress and the increased demands of the population. The growth rate of the commodity turnover is low in a number of rayons, as a result significant amounts of money are being accumulated by the population and are being received by savings banks in the form of savings. The demand of consumers is being poorly studied, proper concern is not being shown for the assurance of the mandatory minimum assortment of goods at stores, dishes and items at dining rooms, restaurants and cafes throughout the workday. Going to stores, dining rooms and cafes takes people a lot of time. They frequently encounter lack of consideration for their needs and low standards of service. And the party organizations are poorly increasing the responsibility of economic managers for the unconditional fulfillment of state plans and are not fully utilizing the right granted to them to monitor the activity of the administration.

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The administrations of trade and public dining of the oblast soviet executive committee, the Administration of Workers' Supply of the Moscow Basin and the oblast union of consumer cooperatives are obliged to give practical assistance to the collectives of trade organizations, to put things in order in the distribution of goods, to set up unremitting control over the work of trade enterprises and to increase the responsibility of economic managers for the assigned matter. The decrees of the party and the government, which outlined an extensive program of actions for the workers of state trade, public dining and consumer cooperatives, are required for this.

At the meeting the question of increasing the output of consumer goods was discussed with all urgency. Today in the oblast 215 enterprises of 35 ministries and departments are engaged in this. Last year 1,445,000,000 rubles of goods for the population were produced, the plan of the production of cultural, personal and household goods was exceeded, the State Seal of Quality was awarded to many items.

However, the existing potentials are being utilized far from completely. A great shortage of the goods, which could have been produced by our enterprises, is being felt, this especially concerns the simplest goods and goods of everyday demand.

An important role in the improvement of the supply of the population with goods is being assigned to the staff of the Administration of Trade and the oblast union of consumer cooperatives and to wholesale bases. Taking the demand into account, their managers are called upon to influence industry, to stimulate the production of the goods needed by the population and to ensure their progress.

For the present, as in the past, errors in determining the demand for individual types of goods, disruptions in the sale of the goods available at bases and warehouses and shortcomings in the distribution and use of commodity resources and in their shifting are being permitted. Above-standard stocks of goods, the storage of which requires additional expenditures, are accumulating in enormous amounts due to errors in the determination of consumer demand and the drawing up of orders for goods and to the inadequate level of commercial work.

The wholesale bases and enterprises of retail trade are not setting up a barrier against the penetration of low quality goods, which are not in demand by the population, and are not exercising the right to pay the cost of goods after their acceptance with respect to quality. The practice of concluding agreements of cooperation with industrial enterprises is being timidly introduced.

A detailed analysis of the state of public dining in the oblast was made in the report of V. M. Suslyak. Its organization solves not only important economic, but also major social problems. It was proposed by the decree of the CPSU Central Committee and the USSR Council of Ministers to implement measures on the improvement of the operation of public dining enterprises, the increase of the quality of the output being produced and the standards of service, the introduction of the industrial technology of preparing food, the expansion of the output of prepared dishes, convenience foods, culinary and confectionary items and the development of the network of dietary nutrition.

Last year a step forward was taken in this. Public dining improved somewhat. In three trusts of dining rooms the centralized production of convenience foods was

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organized, the consolidation of a number of confectionary shops was carried out. Five food combines are in operation, which is making it possible to utilize more efficiently the food resources and to use advanced production technology.

However, there are still many shortcomings and errors here as well. It is necessary to use the available local sources more completely and efficiently for replenishing the resources of foodstuffs and to create more subsidiary farms of enterprises and organizations. In the oblast during the past 2 years an additional 39 pig sties for 5,700 hogs were put into operation by means of new construction and the renovation of old facilities. The total hog population as compared with 1976 increased by 5,500 and came to 18,800.

But there are also serious omissions in this matter. In a number of places the weight gains are low. The Administration of Public Dining, which is slowly developing the material and technical base of fattening, has lost its former reputation with respect to this indicator. In the oblast union of consumer cooperatives and the railroad departments of workers' supply the hog fattening centers are small, the production cost of pork is high. Food scraps are being poorly utilized by all the trade systems.

The city and rayon party committees, the city (rayon) soviet executive committees and economic managers need to examine thoroughly the state of affairs in hog fattening, the development of the hothouse system and pond fishing. Serious attention should be directed to the purchases of surpluses of agricultural products from the population, commission trade and the operation of kolkhoz markets. The share of kolkhoz markets in the total volume of the retail commodity turnover of the oblast does not exceed 1.5 percent, while for some cities it is even less. The markets in Venev, Bolokhovo, Donskoy and several other cities have not been put in good order and have not been readied for spring and summer trade. The Oblast Administration of Markets is not solving satisfactorily the questions of the development of their material and technical base. At the same time, the trade organizations should develop more boldly the direct contacts with kolkhozes and sovkhoses on the receipt of agricultural products at the place of their production and should introduce extensively in practice the container transportation and storage of potatoes, fruits and vegetables. Now, when a shortage of some products, and especially meat products and milk, is being felt, it is necessary to trade in them continuously and in a broad assortment on a commission basis.

Last year an agro-industrial association of fruit and vegetable growing was set up in the oblast. During this time some positive results have been achieved in its work on the procurement of potatoes, fruits and vegetables. However, great tasks face the association. Many cucumbers, tomatoes, onions and what are called "other" vegetables are still being brought in from other oblasts. Moreover, their volumes are increasing from year to year, due to which the state is suffering great losses and the demand of the population is being poorly met. In his speech at the meeting of the aktiv A. F. Usenko, the chief of this association, dwelt on the steps which have been envisaged for eliminating these shortcomings.

Both the speaker and those who spoke during the discussion talked about the need to develop more rapidly the material and technical base of trade and to use better the capital investments for this. The situation with this is far from well in the oblast. During the past five-year plan alone assets, for which it would have been

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possible to build 10 large department stores, were not assimilated. A similar situation is also forming during the present five-year plan. At the same time in the oblast there are 55,000 m<sup>2</sup> of floor space and 45,000 seats for public dining and capacities for the storage of about 40,000 tons of fruits and vegetables less than the standard. The provision of the population with floor space in the cities of Tula, Novomoskovsk and Donskoy and in Bogoroditskiy, Zaokskiy, Leninskiy and Uzlovskiy Rayons is low. There are especially not enough industrial goods, furniture and vegetable stores. The load in public dining per seat for the oblast is 14 people, while in Bogoroditskiy Rayon it is 88 people, in Uzlovskiy Rayon--73 people and Yefremovskiy Rayon--38 people. Much work on the development of the public dining network at industrial enterprises, construction projects and educational institutions still lies ahead; there is much to be done in the countryside.

Trade organizations should perform much work on the renovation of enterprises, their reequipment and the introduction of advanced trade technology. The task is being set to increase labor productivity considerably, to mechanize and organize labor in such a way so as to ensure the further development of the network of stores and the commodity turnover without the attraction of additional manpower resources.

V. I. Kupriyanov, chief of the Oblast Administration of Trade, dwelt on the means of further developing the sector. He reported that a plan-program of the complete rationalization of state trade of the oblast had been recently approved by the oblast soviet executive committee, the specialists of other trade systems and organizations had taken part in drafting it. The plan calls for the construction and placement into operation of stores with a floor space of 36,000 m<sup>2</sup>, the renovation of 72 existing stores, the creation of 11 shops for the packaging of goods and the increase of the level of the mechanization of labor to 33 percent. At the same time the further specialization of operating trade enterprises, the concentration in cities of the sale of everyday demand goods at stores like the self-service department store and of technical complex items, fabrics, clothing and footwear and goods of the children's assortment at specialized stores, department stores and other large trade enterprises, and the expansion of the sale of large items by models, with their delivery to the home of customers, are planned.

However, it should be emphasized that much organizing work, the persistence and initiative of the managers of trade and the necessary assistance of the city and rayon party committees and the city (rayon) soviet executive committees will be required for this.

With the first steps of the implementation of the outlined measures on the complete rationalization of state trade, V. I. Kupriyanov said, we were convinced that this program should be an intersectorial one. For this reason, as well as taking into account the experience of other oblasts, for carrying out the effective monitoring of its timely introduction, in our opinion, an interdepartmental council headed by one of the deputy chairmen of the soviet executive committee should be set up in the oblast soviet executive committee.

The need in Tula for a large modern department store arose long ago. Its construction was called for by directive organs. However, the RSFSR Ministry of Trade is not allocating assets even for the design work. The financing of the second section of the fruit and vegetable base has been halted. Second Secretary of the Tula

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City Committee of the CPSU A. I. Afanas'yev indicated these and other needs. Having told about the extensive program of setting up multipurpose subsidiary farms, A. I. Fedorov, chief of the Department of Workers' Supply of Kireyevskugol', raised the question of allocating for them the necessary technical equipment, equipment for hog-raising complexes and seed for hothouses. In his opinion, it would be feasible to set up in the Oblast Administration of Agriculture a special division which would coordinate this work. G. I. Katasonova, director of Store No 121 of the Proletarskiy Rayon Food Trade Organization, spoke about the need for the improvement of the centralized transportation of goods, which facilitates the labor of the workers of the counter. It is necessary to use more extensively in practice the sale of goods in packaged form, having fitted out a special shop for this, and to introduce more rapidly means of mechanization, which would make it possible to supplant manual labor and to increase the prestige of the occupation of salesperson. T. V. Nikolayeva, a cook of Dining Room No 8 of the Second Trust of Dining Rooms (Tula), showed how profitable it is to centralize the preparation of convenience foods.

It is necessary to study in earnest the questions of improvement the structure of the management of trade in the oblast. The formed arrangement of the administration in many ways is obsolete and does not meet the requirements of the times. Much parallelism in the activity of the local organs of the administration is being permitted in the cities and rayons, which is hindering the efficient use of resources and the material and technical base and is decreasing the responsibility of personnel for the state of the trade service of the population. In Leninskiy, Belevskiy, Shchekinskiy and several other rayons a very large number of organizations have been involved in the functions of the organization of trade. Many of them are small and are being used for the wrong purpose. The oblast soviet executive committee, the Administration of Trade and the rayon and city party committees, V. M. Suslyak emphasized, must look into this and must approach from a state standpoint the solution of the questions of the rearrangement of the management of trade.

The great amount of work on the designing and creation of the automated control system of state trade of the oblast on the basis of the hardware of the computer center of the Central Statistical Administration has to be continued.

Assignments on the improvement of the organization of labor, working conditions and labor safety procedures, the training of personnel, as well as other measures, which provide for the strengthening of cost accounting, the tightening up of the policy of economy, the assurance of the safekeeping of socialist property and the reduction of losses in trade, have been specified. All this should promote the increase of the efficiency of the work of the sector and the level of the trade service of the population.

At the meeting of the aktiv the correct conclusion was drawn: in order to achieve the further increase of the quality of trade service, it is necessary to improve the work with personnel and to tighten up order and organization in trade collectives. There are many experienced and conscientious workers here. The work in the Zapechenskiy Rayon Food Trade Organization, in which the created party and party-Komsomol groups are actively showing their worth and competition has been skillfully organized, is being organized well. Other collectives and leading workers of state trade and consumer cooperatives were named at the meeting. It is necessary

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to disseminate advanced know-how more consistently, to educate everyone on the basis of the example of the best and to eradicate shortcomings more resolutely.

It is impossible also not to note the fact that as a result of poor educational work at many enterprises the standards of the service of workers are low. The cases of rudeness and an inconsiderate attitude toward customers, the putting aside of scarce goods, their sale through personal connections, and at times speculation in them are arousing the just indignation of the population. L. D. Bogachuk, chief of the Administration for Combating the Embezzlement of Socialist Property and Speculation of the Oblast Administration of Internal Affairs, indicated this in his speech.

The executives and specialists of the oblast trade systems are not engaged properly in organizing work and are establishing shortcomings more than they are eliminating them. The party, trade union and Komsomol organizations should improve everywhere the work on the selection, placement and training of personnel, especially of the middle level and of materially liable people, on the increase of the party stratum among the leading occupations of trade and public dining and on the increase of the level of organizing and political work. While the control and inspecting organs, economic managers and the oblast council for the coordination of audits need to step up state, departmental and public monitoring of the work of trade organizations and enterprises. Only by common efforts will we be able to achieve the elimination of the existing shortcomings and the establishment of the proper order in the activity of enterprises of trade and public dining.

Responsible tasks have been set for 1982 for the oblast trade workers. In order to fulfill them, it is necessary everywhere to increase labor productivity, to improve commercial work and to utilize fully the available reserves. It is necessary to develop extensively in the sector the socialist competition in honor of the 60th anniversary of the formation of the USSR, achieving a high quality of the service of the population. Careful preparation for the service of workers during the spring-summer period is the priority task of trade workers.

Measures on the further development of trade and the increase of the quality of the trade service of the population of the oblast were outlined in the adopted resolution.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

EFFORTS TO GET NEW PRODUCTS TO MARKET DESCRIBED

Moscow SHVEYNAYA PROMYSHLENNOST' in Russian No 2, Mar-Apr 1982 pp 2-6

[Article by A. Ya. Yefimov, USSR first deputy minister of light industry:  
"Improving the Organization of Production of New Products"]

[Text] "The task is to raise the level of planning and economic performance, to bring them into conformity with the requirements of the present stage--the stage of advanced socialism, to achieve a substantial rise in the efficiency of social production, a faster pace of scientific-technical progress and a rise of labor productivity, improvement of product quality and to achieve on that basis a steady advance of the country's economy and the Soviet people's prosperity." (From the decree of the CPSU Central Committee and USSR Council of Ministers entitled "On Improving Planning and Strengthening the Influence of the Economic Mechanism on Increasing Production Efficiency and Work Quality")

The party's economic policy in the period of advanced socialism has been defined by the 26th CPSU Congress. It is aimed at a steady rise of the material and cultural level of the people's living on the basis of dynamic development of production, higher production efficiency, faster scientific-technical progress, and all-out improvement of the quality of work in all entities of the national economy. Light industry has an important place in performing this task.

In the years of the 10th Five-Year Plan the volume of physical output increased 17.2 percent, and labor productivity rose 17.8 percent. The entire growth of output over the 5-year period (more than 12 billion rubles) was achieved by raising labor productivity.

In carrying out the decisions of the party and government, USSR Minlegprom [Ministry of Light Industry] and the work collectives of enterprises in the sector have paid particular attention to increasing the output of scarce products, goods for which there is a mass demand, and children's products. All the industry's subsectors experienced development during the 10th Five-Year Plan. Existing equipment was substantially renewed, full mechanization of

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heavy and laborious processes was carried out, introduction of the comprehensive product quality control system was completed at more than 1,500 enterprises, the system for product certification was improved, and fulfillment of eight comprehensive standardization programs commenced.

A great deal of organizational work has been done in the sector to improve the quality and assortment of products.

The activity of the Esthetic Commission for Clothing Fashion and Standards of the Scientific-Technical Council of USSR Minlegprom--the body which coordinates the work of styling, scientific research and designing organizations and the base enterprises in the field of working out a promising direction for fashion and developing the assortment of products, has been developing according to plan.

A comprehensive plan of efforts to improve the assortment of goods of light industry was adopted for the first time in the 10th Five-Year Plan. It included scientific-technical development projects to create new types of products from experimental prototypes of fabrics and materials to experimental lots of finished products, which contributed to the manufacture of fundamentally new products and to strengthening the relationship among the related subsectors of the industry.

One of the priority tasks facing light industry in the current 5-year plan continues to be further improvement of the assortment and quality of products. A number of measures have been drafted to perform this task. For instance, a procedure has been defined for organizing the production of new products whereby the period of time from development to initial production is less than 2 years. The following stages have accordingly been envisaged:

i. first stage--development of the prerequisites for a promising fashion line, development of an assortment of fabrics, materials and products in new styles and colors and their delivery (at all-union methods seminars) to styling organizations and base enterprises of the subsectors of the industry. Guided by the decisions of the esthetic commission, the specialists of the related subsectors of the industry create new prototypes of fabrics, materials and finished products on the basis of contracts for creative cooperation;

ii. the second stage of the effort--making up from these prototypes the leading and base collections of fabrics, materials and finished products--clothing, footwear and leather accessories. The work is done so as to take into account the relevant assortment groups, the direction of fashion and the promising development of the product mix.

The decision on a promising direction for styles and development of the assortment, approved in a plenary meeting of the esthetic commission, is the basis for the industry in creating stylish new goods.

The demand for these goods is formed and studied on the basis of the first experimental lots of goods and of particularly fashionable products, which are sold at negotiated prices in manufacturers' outlets as well as in retail trade.

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If organizations in the trade sector reach a favorable conclusion, the new goods go to KhTS [artistic-technical councils] of the union republics and USSR Minlegprom. There an assessment is made of their quality and the representative samples are approved. Industrial collections are made up of the approved representative samples of the new and current assortments, and the collections are then certified before presentation at the wholesale trade fair.

So that the work on the assortment and quality is systematic, USSR Minlegprom has drafted jointly with Gosstandart [State Committee for Standards] a pioneering document--GOST [State Standard] 15.007-81 "System for Product Development and Putting Products Into Production. Products of Light Industry. Basic Principles." The standard calls for the planned creation and introduction into large-scale production of the new assortment of products for all subsectors of the industry, as well as for their approval by the consumer. This ensures that demand is created and studied before the product is put into production.

In connection with the higher requirements which the industry is to meet in the light of the decisions of the 26th CPSU Congress, USSR Minlegprom has outlined a large plan for further work on the creation, study and forecasting of demand. Work in accordance with that plan, which began in the 10th Five-Year Plan, has continued in the 11th. The plan calls for expansion of the network of manufacturers' outlets, for introduction of a system of comprehensive study and forecasting of public demand for goods, and for conclusion of contracts between industrial enterprises and the trade organizations concerning the creation and approval of the new assortment and the creation of demand for it.

In order to make a systematic study of public demand and the conditions of the market, research was done in the 10th Five-Year Plan to study and prepare for introduction in light industry the SKIPS [System for Comprehensive Study and Forecasting of Public Demand] for woolen fabrics and garments made from them. The results of this effort have in part been tested in the light industry ministries of LaSSR and RSFSR (city of Rostov-na-Donu).

The system provides for a procedure whereby information is gathered on demand and is exchanged with organizations in the trade sector. The introduction of SKIPS in all subsectors of light industry is continuous.

Fashion is becoming one of the important criteria of a product's value. When fashionable new products are created, then, before their large-scale production begins, the demand for those goods has to be created first. It is important to make extensive use of advertising and to organize promotion of new products.

At this time, when the market for certain groups of products has become quite saturated, the work of forming, studying and forecasting customer demand is becoming especially important. This effort makes it possible to achieve maximum balance between supply and demand and, as a result, to ensure fuller satisfaction of the needs of the public for necessary products, which ultimately determines production efficiency.

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It is toward that goal that manufacturers' outlets have been organized in light industry over the last 5 years. Their task is to furnish a close link between suppliers and consumers, to improve the advertising and promotion of goods, and to raise the level of customer treatment. There are now 65 such stores operating in the industry in all union republics; their experience indicates that they are having a constructive effect on production. It is indispensable that all new products be tested in these stores. The release of the first experimental lots of goods and their sale (approval) need to be organized before submittal to the KhTS of ministries and before approval of the representative samples. In this case the question of satisfying customer demand will be resolved effectively and fewer errors will be made by putting into large-scale production goods for which there is no demand.

At the present time more than 300 enterprises in the industry have organized experimental production operations and experimental sections for the manufacture of the first experimental lots of goods and especially fashionable articles. To make this work more efficient, the USSR State Committee for Prices has approved the "Regulation on Procedure for Establishing Negotiated Prices on First Experimental Lots of Goods and Especially Fashionable Articles and for Differentiation of Trade Discounts." The first experimental lots of a product are sold according to the technical conditions or descriptions approved by the directors of the organizations; the prices are set by agreement between the parties (the producer and consumer).

Definite experience has been acquired in organizing the production and sale of goods on negotiated terms by certain enterprises of the light industry ministries of RSFSR, LaSSR, ESSR, MSSR, UkSSR, KaSSR, TaSSR and ArSSR in 1980 and 1981.

In ESSR goods have been sold at negotiated prices at nine enterprises and in UkSSR at five.

In RSFSR especially fashionable articles have been manufactured by 95 enterprises, including 55 enterprises of the garment industry. Production associations and enterprises in Latvia and organizations in the trade sector have concluded contracts for the manufacture and delivery of negotiated prices of articles under 52 designations, in Armenia under 102 designations, including articles belonging to 44 designations which were sold even in the first half of 1981.

A new regulation on the activity of the KhTS has been adopted in order to enhance their role and responsibility. The KhTS are the only body whose decision predetermines development of the assortment of goods and the style and colors of products over the planning period. Under this regulation the KhTS of USSR Minlegprom approve representative samples of new fabrics and materials. The representative samples for finished products are approved by the KhTS of the republic ministries, and the councils of USSR Minlegprom examine only the actual groups of products. This is necessary so that it is possible to work out a uniform artistic and technical orientation in development of this assortment of goods and to ensure the manufacture of high-quality products, as well as to monitor the level of performance of KhTS of ministries of

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the union republics. During the year about 60 councils are held at which the best samples of products are selected and approved.

In recent years comprehensive councils have become widespread in addition to the sectorwide and special-topic councils. Their work is more effective, since it affords the possibility of examining not only finished products, but also all the materials necessary to produce the products.

The experience of the LiSSR Minlegprom deserves attention and widespread dissemination. A KhTS has been specifically set up in the republic for children's goods; twice a year it examines all new developments and the current assortment of fabrics, materials and finished products simultaneously. This makes it possible to quickly analyze the assortment of articles for children of various ages and also to determine the need for replacement of outdated materials and products.

The results of work on the assortment serve as the basis for creating industrial collections, which are submitted at annual wholesale trade fairs. In the 11th Five-Year Plan provision has been made for further expansion and renewal of the assortment and for improvement of the quality of finished products on the basis of widespread introduction of new and improved models, optimum use of high-quality raw materials and supplies, man-made fibers, progressive methods of finishing, introduction of new designs and styles, use of up-to-date new fabrics (lightweight fabrics, mixed-yarn fabrics, and fabrics with a nap), artificial leather, velour and split leather, and the use of high-quality accessories.

On the basis of the comprehensive plan of efforts to improve the assortment of products of light industry in the 1981-1985 period the ministries of the union republics have drafted measures that call for expansion of the assortment of finished products.

Thanks to performance of these measures in the first year of the 11th Five-Year Plan the production of goods in the superior quality category has increased (their relative share is 13.5 percent), as has the share of products with improved quality bearing the index N (relative share 10 percent).

The highest results in producing products bearing the state Quality Emblem have been achieved by the enterprises of Armenia (24.2 percent), RSFSR (21.5 percent) and Lithuania (20.62 percent); for goods of improved quality bearing the index N this has been done by enterprises of RSFSR (15.4 percent) and Latvia (14 percent).

We should especially note the light ministry industries of republics where a rather high and almost identical level of output has been achieved for products bearing the state Quality Emblem and the index N--these are RSFSR, BS3R, LaSSR, ESSR and UkSSR. The performance of the enterprises of these republics has been most valuable and effective.

We should also note that every year there is a substantial renewal of the assortment of goods produced at enterprises of Moldavia (57.6 percent) and

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Lithuania (57.3 percent). Their success has been aided by good organizational work, high discipline in carrying out tasks, and widespread creative initiative.

However, while the effort that has been made deserves favorable praise, we cannot fail to speak about the serious shortcomings that still exist. We have to take into account that in recent years there has been a sharp increase in the purchasing power of the public, and fashions and market conditions have changed. As a result the volume of production and quality of a number of goods in the industry which have been attained no longer meet the demands of customers and of the trade sector.

In Uzbekistan and Georgia, for example, though the output of products bearing the state Quality Emblem is rather high, production of goods of improved quality bearing the index N is only one-half or one-third of that level, which casts doubt on the correctness of determining both the newness and also the quality of products certified.

In 9 months of 1981 50 enterprises in the industry were deprived of the right to release products belonging to 162 designations bearing the state Quality Emblem.

Temporary prices (index N) were rescinded ahead of schedule on products belonging to 116 designations.

The ministries of the union republics should pay serious attention to see that the renewal of products is realistic. Every year a large number of new products are put into production. The rate of renewal of the assortment of goods for the ministries reached 57 percent in 1980. But only some of them are awarded the state Quality Emblem and the index N (6-12 percent). When a truly new and improved product is put into production, it should as a rule be manufactured in the superior-quality category and with the index N.

The KhTS are continuing to perform at a low level. The work of the KhTS in certain subsectors of RSFSR Ministry of Textile Industry and the minlegprom's of RSFSR, UzSSR, AzSSR, GSSR, TaSSR, KiSSR and TuSSR deserves to be criticized. The number of products rejected by the KhTS of USSR Minlegprom and interdepartmental commissions following up on these ministries is 40 percent. In these republics they are substantially hiking up the valuation of the level of product quality, and that results in unsatisfactory preparation of industrial collections for fairs. This results in incomplete sale of goods for the planning period and accumulation of goods in warehouses for which there is no demand. It is necessary to increase the level and responsibility of KhTS members for the decisions they make, the objectivity of assessment of the products submitted for production, and correct determination of the newness of products so as to take into account the relevance, economic efficiency and manufacturing efficiency of their production.

Attention should especially be paid to correct determination of the level of product newness. The KhTS determines the newness (renewability) of a product and places it among goods of improved quality bearing the index N. At the



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same time, according to data of the USSR Central Statistical Administration, there is only one-tenth as many products bearing the index N in the total volume of production. The ministries of sectors should find out what is the matter and guide the effort of the relevant authorities.

In order to enhance the role and responsibility of KhTS for introduction into production of fabrics, materials and products of improved quality that meet customers' requirements, the Standard Regulation on the Artistic-Technical Council of the USSR Ministry of Light Industry has been adopted. Regulations on the KhTS of USSR Minlegprom for the subsectors of the industry have been drafted and approved on the basis of the standard regulation.

Ministries of union republics had an obligation to draw up the list of products on which they approve representative samples. But not a single republic ministry has so far done so. Which accounts for the offenses which KhTS of ministries of union republics are committing in their work.

The level of organization of production of the first experimental lots of products and especially fashionable articles at negotiated prices still remain unsatisfactory.

Most ministries of union republics, industrial associations and enterprises are slow to organize this effort. Production of such products has not begun at enterprises of TuSSR and LiSSR, and their production is altogether inadequate in UzSSR and KiSSR.

Many light industry ministries of union republics issue planning targets to subordinate enterprises without assigning them organizational measures and physical resources.

USSR State Committee for Prices has granted permission to enterprises of the sector to set negotiated retail prices on the basis of annual contracts with manufacturers' outlets in the system of USSR Minlegprom before conclusion of 5-year agreements. But only certain enterprises have this permission. The reason for the insignificant manufacture of new products at negotiated prices is a failure to fully understand the importance of this matter in a number of republic organizations and the incorrect treatment of the regulation on procedure for establishing negotiated prices of first experimental lots of products and especially fashionable articles.

For example, in UkSSR, BSSR and LaSSR the KhTS of ministries are even now working jointly with trade, examining the assortment of goods and putting them in the category of especially fashionable articles. This violation of the regulation that has been approved is greatly holding up and delaying the approval of new goods at negotiated prices. The period from creation of prototypes to introduction into production is getting longer, so that the articles are losing their newness.

Checks run in the republics by specialists of USSR Minlegprom before the wholesale trade fair in 1982 showed that in a number of union republics certain subsectors of the industry were working piecemeal in creating new

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products. Year after year garment people have been presenting at the fair clothing made mainly from fabrics of the current assortment. Yet textile people are every year renewing at least 700 out of the 3,500 types of fabrics.

So far there is no systematic and purposive transfer of newly developed fabrics and materials to garment and footwear enterprises in the republics. All of this is being done with a lag of nearly a year.

If new products that correspond to the present fashion are to be manufactured promptly, the creative collectives of the industry have to be more responsive in their work. They have to organize that work so that not a single fabric, material or product is created without a specific destination. In republic ministries the administrations (divisions) responsible for the assortment should take under their particular oversight the development of new fabrics and materials, their transfer to related enterprises, and the manufacture of new types of products from them.

The work to expand the network of the industry's manufacturers' outlets in BSSR, GSSR, LaSSR and ArSSR cannot be called satisfactory. Only one store has been opened in AzSSR, TuSSR and ESSR. Unfortunately, we have in the industry very few such stores as "Novinka" in Kiev and "Lotos" in Riga, where the innovations of the industry are tested. All the other stores have not yet become a laboratory for shaping and studying the demand for new goods.

The party has given light industry important tasks in furnishing the necessary assortment of high-quality goods to our country's population. In order to solve these tasks, we have to substantially improve the organizational effort and discipline in performance of tasks and expand the creative initiative of the industry's specialists at all levels.

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**CONSUMER GOODS PRODUCTION AND DISTRIBUTION**

UDC 664.143"403"

**CONFECTIONARY INDUSTRY ACHIEVEMENTS, PLANS**

Moscow KHLEBOPEKARNAYA I KONDITERSKAYA PROMYSHLENNOST' in Russian No 3, 1982 pp 4-5

[Article by N. S. Kudinova, Administration of the Confectionary and Sugar Starch Industry of the USSR Ministry of the Food Industry: "On the Development of the Confectionary Industry"]

[Text] In the speech of General Secretary of the CPSU Central Committee Comrade L. I. Brezhnev at the November (1981) CPSU Central Committee Plenum it was indicated that the food program--on both the economic and political level--is the central problem of the 11th Five-Year Plan. Its solution involves a high rate of agricultural production and the intensive development of the sectors of industry, which serve it.

The confectionary industry fulfilled the 1981 plan by 100.6 percent. In all 3,742,500 tons of confectionary items were produced, of them 23,500 tons were in excess of the plan. As compared with 1980 the output of products increased by 81,900 tons, or 2.2 percent.

The RSFSR, Ukrainian SSR, Lithuanian SSR, Belorussian SSR, Moldavian SSR, Kirghiz SSR, Tajik SSR and Estonian SSR Ministries of the Food Industry achieved the greatest exceeding of the production plan. They also completely fulfilled the additional assignment. The plan was fulfilled by the Kazakh SSR Ministry of the Food Industry by 100.5 percent, but the additional assignment fell short by 500 tons.

The 1981 plan was not fulfilled by the Uzbek SSR, Georgian SSR, Azerbaijan SSR, Latvian SSR and Armenian SSR Ministries of the Food Industry. For the most part this was due to the inadequate supply or the uneven supply of several types of raw materials, particularly molasses, dairy products, fats, phosphatides, essences and vanilla. At the same time the growth rate of the production of output with respect to 1980 in some of these republics was higher than for the sector as a whole. Thus, for the Georgian SSR Ministry of the Food Industry it was 3.5 percent, the Azerbaijan SSR Ministry of the Food Industry--3.0 percent, while for the USSR Ministry of the Food Industry it was 2.2 percent. The Ukrainian SSR, Kazakh SSR, Lithuanian SSR, Moldavian SSR, Tajik SSR and Turkmen SSR Ministries of the Food Industry have a sufficiently high rate.

The plan on sold products was fulfilled by the sector by 101.4 percent, the increase as against 1980 was 2.9 percent. A significant amount of retail products

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was additionally produced as a result of the improvement of the assortment. For the RSFSR Ministry of the Food Industry, for example, in the amount of 27 million rubles with an assignment of 7 million rubles, for the Ukrainian SSR Ministry of the Food Industry in the amount of 12 million rubles as against 7 million rubles.

The improvement of the structure of the assortment made it possible to increase as compared with 1980 the production of candies and glazed chocolate by 4.8 percent (to 373,000 tons), chocolate, toffee and candied fruit and fruit paste items respectively by 24.5, 8.5 and 4.8 percent. Local, nontraditional types of raw materials were used: apple powder, meal made from puffed groats, puree made from wild apples, powder made from grape seeds, puree made from beets and carrots and from mountain ash, recooked carrots and beets and others. However, the production volumes of items with the use of local types of raw materials are still small. The reserves, which promote the efficient consumption of raw materials, particularly cocoa beans, were not put completely to use.

The yield of ground cocoa from cocoa beans on the average for the sector is 83 percent. At the same time at the Trostyanets Ukraine Plant it was 81.6 percent, at the Aktyubinsk and Alma-Ata factories--81.7 percent, at the Kuybyshev Rossiya Factory--84 percent. The yield of cocoa butter from ground cocoa for the sector is 45.3 percent. The highest yields were achieved by the Kuybyshev Rossiya Factory--47.8 percent, the L'vov Svetoch Factory--47.2 percent, the Karaganda Factory--47.6 percent, this indicator is more than 46 percent at the Gor'kiy Association, the Perm' Factory, the Khar'kov Oktyabr' Factory, the Trostyanets Ukraine Plant and the Vinnitsa Factory. The increase of the yield of cocoa butter from 1,000 tons of processed cocoa beans by 1 percent makes it possible to produce in retail prices products worth 380,000 rubles. Consequently, the increase of this indicator at enterprises with low yields to the average sectorial indicator will increase the retail commodity turnover by approximately 6.7 million rubles a year.

At some enterprises the content of cocoa butter in the commercial and production cocoa cake also considerably exceeds the recipe norm. In particular, at the Yerevan Confectionary and Macaroni Combine, the Yangiyul' Lazzat Association, the Kirovabad Association, the Alma-Ata, Aktyubinsk and Kustanay factories.

The work on changing the assortment of items containing cocoa products, particularly with respect to the group of chocolate and chocolate items, was carried out inadequately.

Thus, the output of chocolate without additives (Sport, Detskiy, Vanil'nyy) increased in 1980 as compared with 1979 by 2,100 tons, or 24 percent, while as compared with 1978 it increased by 3.5-fold. The proportion of chocolate without additives in its total output is highest at the Rot Front Association, Lenkondprom, the Frunze, Dushanbe and Yangiyul' factories and the Tbilkonditer Association. At the same time a number of enterprises are not producing at all cocoa-consuming chocolate without additives: the Gor'kiy Association, the Ufa Factory, the Trostyanets Ukraine Plant, the Kaunas Factory, the Tallinn Kalev Factory and the Kirovabad Association.

In all 16 enterprises of the sector produce Assorti candies. Here the consumption of cocoa beans per ton of candies ranges from 510-540 kg (the Kuybyshev Rossiya Plant and the Karaganda Plant) to 875 kg (the Dushanbe Shirin Plant) depending

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on with what filling the Assorti is produced. Cocoa beans are being consumed most efficiently at the Kuybyshev Rossiya Association as a result of the high yields of ground cocoa and cocoa butter, which have been achieved here, and the proper selection of the assortment.

For 1982 it is planned to produce 3,762,000 tons of confectionary items. For the purpose of improving the assortment and improving the product quality assignments have been established for the ministries of the food industry of the union republics on the production of candies, glazed chocolate, with cream, liqueur, fruit, whipped and combined fillings (145,000 tons), caramels with liqueur, cream, whipped, milky and cooling fillings (294,000 tons), rich cookies, pulled cookies, cookies like Yubileynoye, Zemlyanichnoye and Raduzhnoye, crackers and biscuits (200,000 tons).

The basic directions of the development of the sector for 1982 are the following: the maximum saving of raw material and material resources by the reduction of losses at all the stages of the production, storage and transportation of raw materials and materials and the improvement of accounting and monitoring;

the decrease of the sugar content of items, primarily as a result of the change of the assortment of cookies, caramels and candies. In the group of cookies it is necessary to decrease the production of the varieties Shakhmatnoye, Chaynoye, K chayu, Populyarnoye, Oktyabr' and Sakharnoye with a consumption of more than 230 kg of sugar per ton and to increase the output of cookies with a sugar content of up to 200 kg (Rucheyek, Polyanka, Yabloko, Garmoniya, Zenit);

the efficient use of cocoa products, which envisages the increase of the yield of cocoa butter; the decrease of its content in commercial cocoa cake to 17 percent and in production cocoa cake to 12 percent; the decrease of the output of chocolate without additives and of Assorti with chocolate-consuming fillings;

the extensive use of local types of raw materials, whey--concentrated and dry, fruit and vegetable powders, puffed groats, soybean and bleached flour, surface-active substances, fruit and berry half-finished products and so on.

Assignments on the introduction of standard plans of the organization of labor and the brigade form of the organization of the stimulation of labor with allowance made for the coefficient of labor participation have been established for the ministries of the food industry of the union republics for the purpose of the economy of manpower resources and the improvement of the organization of labor.

The workers of the confectionary industry of the country will do everything in order to accomplish the tasks set by the November (1981) CPSU Central Committee Plenum.

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